Unit Report
Recruiting
Northwest Mississippi Community College
January 2006
The recruiting office is located in the Administration Building. Mrs. Deanna Ferguson is the Director of Recruiting and Admissions Counselor. Mrs. Jere Herrington is the Assistant Director of Recruiting. Mrs. Kim Perkins is the Office Manager/Secretary. Mr. Mike Dottorey is a recruiter and Academic Counselor. The recruiting office staff reports to Mr. Dan Smith, Vice President of Students Affairs. The recruiting office will provide students with opportunities to discuss Northwest offerings, admissions requirements, scholarships and registration procedures.

The recruitment program is directed toward a wide variety of populations - high school, business and industries and community, as well as toward traditional and nontraditional student groups.

We are committed to insuring the effectiveness of our programs and services and to communicating our mission through aggressive recruiting efforts.
Recruiting Review

I. Unit Mission

UNIT PURPOSE STATEMENT:
The purpose of Recruiting is to provide students with opportunities to discuss Northwest offerings, admission requirements, scholarships, and registration procedures. The recruitment program is directed toward a wide variety of populations-high school and community, as well as toward traditional and non-traditional student groups.

II. Unit Goals

The goals of Recruiting are to:
1. Increase community awareness of the educational opportunities available at Northwest resulting in increase in enrollment and an improved public image.
2. Provide any recruiting and orientation programs for all Campuses.
3. Communicate and articulate with specific secondary schools.
4. Communicate and articulate with potential non-traditional students.
5. Continuously upgrade scholarship information.
6. Increase the involvement of alumni in recruiting.
7. More advertising and promotion for recruiting.
8. Communication flow-makes more people on campus and off-campus aware of recruiting information.
9. Improve the campus visitation experience.
10. Conduct market research for survey and evaluation of potential students.
11. Better targeting of direct mail program to schools and students.
12. Refine student recruiter program.

The recruiting staff continues to complete for ongoing 2004-2005 goals and objectives.

III. Evaluations of the Unit and Use of Results Forms

Evaluations for the last three years and corresponding use of results forms are included at the end of this report. The office of recruiting accomplishments for 2002, 2003, 2004 is included at the end of the report.

IV. Annual Plan to Improve

The annual assessment reports for the unit’s Plan to Improve for the last three years are included at the end of this report.
V. Analysis of Unit Strengths, Weaknesses, Opportunities, Threats

Unit Strengths:
A great strength for the Recruiting unit at the college is the full support of the President of NWCC. Also, there is a good working relationship with Dan Smith, the Vice President over the Recruiting unit. Our administration fully supports the Recruiting Statement of Purpose and Goals. The staff members for this unit are adequate and serve the needs of the Recruiting office.

Unit Weaknesses:
One weakness for the recruiting unit is not having new programs of study. Recruiting becomes more difficult if there aren’t any new programs or new avenues to recruit students.

Unit Opportunities:
A future opportunity for the recruiting unit comes from the weakness expressed above. Our three campuses are adding new programs, adding needed space for new programs, and adding more virtual college classes. New programs of study should be available in the future.

Unit Threats:
No threats to the recruiting unit have currently been recognized by the Director.

VI. SACS Principles Compliance Survey

SACS PRINCIPLES COMPLIANCE SURVEY FOR SERVICE UNITS

Institutional Effectiveness:
1. Are research-based evaluation processes used for assessing the service unit?

   YES_x__ NO_____  

   If yes, list all survey instruments and other processes used by the unit for evaluating effectiveness. The recruiting office surveys high school counselors and student recruiters.

2. Do the use of evaluation processes result in continuing improvement in the unit?

   YES_x_   NO_____  

   If yes, describe some of the recent improvements that have come about in response to needs identified through evaluation processes.
   Improving student recruiter program
   Increasing enrollment for fulltime instate students
   Increasing awareness of Northwest offerings to potential students

3. Does the unit identify expected outcomes for its services; assess whether it achieves these outcomes; and provide evidence of improvement based on analysis of those results?

   YES_x__ NO_____
Provide copies of the unit’s “Plan to Improve” four column model for the last 4 cycles.

4. If an outcome is not achieved, are documented modifications or improvements made in the unit?
   YES_____ NO_____  

Financial Support:

5. Is adequate financial support available to support the scope of services offered through the unit?
   YES_x__ NO_____  

6. Does the institution operate and maintain physical facilities that are adequate to serve the needs of this unit?
   YES_x__ NO_____  

7. Are the physical facilities for this unit accessible to disabled students?
   YES_x__ NO_____ NA_____  

8. Is the budget information accessible on-line to the unit supervisor?
   YES_x__ NO_____  

Mission:

9. Does the unit have a defined mission statement?
   YES_x__ NO_____  
   If yes, provide mission statement below.
   The purpose of the Recruiting Office is to provide students with opportunities to discuss Northwest offerings, admissions, requirements, and registration procedures

10. Is the unit’s mission related to the College’s Statement of Mission?
    YES_x__ NO_____  
    What part of the institution’s mission does the unit effectively fulfill? (Refer to applicable phrases in the College’s mission statement)
    The Recruiting unit supports the Northwest goal of instructional effectiveness and to serve as a resource in providing Northwest information to potential students and Northwest employees

Staff:

11. Does the unit have qualified staff with the experience, competence, and capacity to fulfill the mission of the unit?
    YES_x__ NO_____ N/A_____  
    Provide a roster of administrative officers and staff with their qualifications.
12. Does the unit have a staff member charged with the responsibility for supervision and coordination of the unit?

YES  x  NO_____

Name of the supervisor: _______________________

Deanna Ferguson

13. Is the number of administrator/staff members employed for the unit adequate to support the unit effectively?

YES  x  NO_____

14. Are administrators and staff members in this unit careful in protecting the security, confidentiality, and integrity of student/staff records?

YES  x  NO_____  N/A _____

If yes, provide a brief description of measures taken by the unit to insure the protection of privacy of its customers and the unit’s adherence to FERPA guidelines.

Care is taken that no forms containing private student information are handled in a careless manner

15. Does the institution take reasonable steps to provide a healthy, safe, and secure environment for this service unit?

YES  x  NO_____

SACS PRINCIPLES COMPLIANCE SURVEY

ANY ITEMS ANSWERED WITH A NEGATIVE RESPONSE INDICATE THAT THE INSTITUTION IS OUT OF COMPLIANCE AND MUST BE ACCOMPANIED WITH A WRITTEN PLAN FOR COMPLIANCE ON THE ISSUE.

Provide discussion below for any question that was assigned a “no” answer on the Principles Compliance Survey, and then provide a plan of improvement for each of those questions in the space below. Indicate the question number, your discussion, and the plan of action.

No questions were answered with a negative response by the Recruiting unit.

VII. Unit Improvements Resulting from the Planning Process

More surveys for 2006 will be provided to office/tour visits, student recruiters, and counselors in our district. The scores are better than average in student surveys relating “how they received information about Northwest”. Of course, we could always do a better job in soliciting the results and additional survey information.

VIII. Personal Information Sheets for Key Staff Members
PERSONAL INFORMATION SHEET

Please complete this form in order to certify preparation for the upcoming Service Review. This information sheet will be filed with the Unit’s Service Report.

Name: Deanna Ferguson

Unit: Recruiting Date: 01/02/05

Position held: Director of Recruiting and Admissions Counselor

Job Duties: The Director has the responsibility of providing students with opportunities to discuss openings, admissions requirements, scholarships and registration procedures.

1. I have worked at Northwest Mississippi Community College for 18 years.
2. I have worked in my current position at Northwest for 16 years.
3. I have a total of 28 years of work experience.
4. List prior positions held with job duties and number of years experience in each.
   Teacher six years
   High School Counselor three years

Highest degree held: I currently hold: (choose one of the following)
A. No formal degree
B. High School Diploma
C. Special certificate or license in _____________________ (field).
   D. Bachelor’s degree in _____________________(field).
   E. Master’s degree in Counseling (field).
   F. Doctorate in _____________________(field).

Accomplishments: Enrollment increase, community awareness of educational opportunities, improved public image for Northwest. Our enrollment has only decreased one time in seventeen years.

Civic Interests/Professional Affiliations
   Hernando Woman’s Club, Delta Kappa Gamma Women’s educational sorority, Northwest Counseling Association, Mississippi Counseling Association, Mississippi Association of Collegiate Registrar’s and Admissions Offices, Junior Community College Counselors Association

NWCC Committee Assignments: Marketing Committee, Scholarship Committee

____________________________________  _________________
Signature of Employee                                                                       Date
PERSONAL INFORMATION SHEET

Please complete this form in order to certify preparation for the upcoming Service Review. This information sheet will be filed with the Unit’s Service Report.

Name: Jere Herrington

Unit: Recruiting Date: 01/02/06

Position held: Assistant Director of Recruiting

Job Duties: Recruit 19 High Schools in 11 county district, attend College Fairs, present Financial Aid workshops, attend Awards Day Programs, visit Business and Industries, award all academic scholarships and send, work with Financial Aid on scholarships

1. I have worked at Northwest Mississippi Community College for 17 years.
2. I have worked in my current position at Northwest for 17 years.
3. I have a total of 17 years of work experience.
4. List prior positions held with job duties and number of years experience in each.

Highest degree held: I currently hold: (choose one of the following)

A. No formal degree
B. High School Diploma
C. Special certificate or license in _____________________ (field).
   D. Bachelor’s degree in Business (field).
   E. Master’s degree in _____________________ (field).
   F. Doctorate in _____________________ (field).

Accomplishments: 1997 Outstanding Young Women of America, Increase in enrollment 16 of 17 years at Northwest.

Civic Interests/Professional Affiliations
   Mississippi Association of Collegiate Registrar’s and Admissions Officers, SACS Parent Committee – Senatobia High School

NWCC Committee Assignments: Scholarship Committee, Foundation Scholarship Selection committee, Admissions Committee, Scholarship Appeals Committee

Signature of Employee Date
PERSONAL INFORMATION SHEET

Please complete this form in order to certify preparation for the upcoming Service Review. This information sheet will be filed with the Unit’s Service Report.

Name: Mike Dottorey

Unit: Recruiting          Date: 01/06/06

Position held: Recruiter

Job Duties: Attend College Fairs in 11 county district, attend Awards Day Programs, work with Director and Assistant Director of Recruiting, visit Business and Industries.

1. I have worked at Northwest Mississippi Community College for 25 years.
2. I have worked in my current position at Northwest for 25 years.
3. I have a total of 25 years of work experience.
4. List prior positions held with job duties and number of years experience in each.
   Football and Track Coach

Highest degree held: I currently hold: (choose one of the following)

A. No formal degree ________
B. High School Diploma ________
C. Special certificate or license in ______________ (field).
   D. Bachelor’s degree in ______________ (field).
   E. Master’s degree in Counseling _____(field).
   F. Doctorate in ______________ (field).

Accomplishments:
   Assist with enrollment increase

Civic Interests/Professional Affiliations
Mississippi Counseling Assoc.
Mississippi Assoc. of Collegiate Registrars and Admission Officers
Mississippi Community and Junior College Counselor Assoc.

NWCC Committee Assignments:
Residence hall GPA Appeals Committee
Student Disciplinary Committee

__________________________    ____________________
Signature of Employee               Date
PERSONAL INFORMATION SHEET

Please complete this form in order to certify preparation for the upcoming Service Review. This information sheet will be filed with the Unit’s Service Report.

Name: Kim Perkins

Unit: Recruiting Date: 01/04/06

Position held: Office Manager of Recruiting

Job Duties: Supply information packets to students, monthly mail outs to area schools and to Business and Industries, arrange student recruiter meetings, arrange tours for students, misc. office duties.

1. I have worked at Northwest Mississippi Community College for 1 years.
2. I have worked in my current position at Northwest for 1 years.
3. I have a total of 20 years of work experience.
4. List prior positions held with job duties and number of years experience in each. Restaurant Owner – 5 years, Office Manager for Dr. Hugh Monteith D.D.S., Office Manager for Rowan Family Dentistry

Highest degree held: I currently hold: (choose one of the following)

A. No formal degree
B. High School Diploma
C. Special certificate or license in __________________ (field).
   D. Bachelor’s degree in __________________ (field).
   E. Master’s degree in __________________ (field).
   F. Doctorate in __________________ (field).

Accomplishments:

____________________________________________________________________________
____________________________________________________________________________

Civic Interests/Professional Affiliations
____________________________________________________________________________
____________________________________________________________________________

NWCC Committee Assignments:
____________________________________________________________________________
____________________________________________________________________________

Signature of Employee __________________ Date __________________
# IX. Budget Summaries

## Northwest MS Community College

### Recruiting Budget 2005-2006

<table>
<thead>
<tr>
<th>Account</th>
<th>Description</th>
<th>2005-2006 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-609-000-000</td>
<td>Recruiting</td>
<td>$-</td>
</tr>
<tr>
<td>11-609-702-000</td>
<td>Postage</td>
<td>$28,000.00</td>
</tr>
<tr>
<td>11-609-704-000</td>
<td>Printing, Reproduction</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>11-609-705-000</td>
<td>Repairs &amp; Maintence</td>
<td>$-</td>
</tr>
<tr>
<td>11-609-717-000</td>
<td>Other Contractual</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>11-609-718-000</td>
<td>Advertising &amp; Publication</td>
<td>$-</td>
</tr>
<tr>
<td>11-609-722-000</td>
<td>Office Materials</td>
<td>$8,500.00</td>
</tr>
<tr>
<td>11-609-731-000</td>
<td>Other Materials &amp; Supplies</td>
<td>$-</td>
</tr>
<tr>
<td>11-609-751-000</td>
<td>Meals (on campus)</td>
<td>$1,250.00</td>
</tr>
<tr>
<td>11-609-771-000</td>
<td>Travel-In State</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>11-609-781-000</td>
<td>Travel-Out of State</td>
<td>$-</td>
</tr>
<tr>
<td>11-609-821-000</td>
<td>Office Equipment</td>
<td>$2,400.00</td>
</tr>
</tbody>
</table>

**TOTAL** 49,150.00
Northwest Mississippi Community College

Evaluation Follow-up Form

The following form is to be completed and signed by the appropriate service unit supervisor after reviewing the results of the unit’s evaluation and after a discussion with co-workers on needed changes identified in the evaluation process. The completion of this form is meant to stimulate reflection about the purpose of the unit and to encourage the best use of results of these evaluations. A copy of this form will be sent to the appropriate Vice-President and filed with the unit’s Service Review forms.

Service Unit: Recruiting

Date of Review of Evaluations 01/02/06

The unit’s strong points as identified by the evaluation are:

Potential students understand the NWCC mission and the goals. Those who used the Recruiting office were satisfied with the cooperation and information they received.

Opportunities for improvement identified by the evaluation are:

Changes need to be made in the other office area that would help potential students.

Goals for growth or specific activities to be undertaken and/or completed before the next evaluation are:

The recruiting office and staff will continue to work with potential students throughout the district by making more visits and contacts with potential students.

Having met together and discussed this Evaluation Follow-up, we feel that the identified goals and specific activities adequately address opportunities for improvement and constitute evidence of attempted growth.

Signatures:

Supervisor: Deanna Ferguson

Co-workers in unit: Jere Herrington and Mike Dottorey
### Unit/Program Intended Outcome Objective

1. The overall enrollment of the college will increase by 5% by Fall 2002.
2. Our adult student enrollment will increase by 5% by Fall 2002.
3. Maintain contact with 80% of Business and Industries in eleven county districts about Northwest class offerings.
4. We will increase the enrollment at DeSoto Center by 5% by Fall 2002.
5. We will increase the enrollment at Lafayette/Yalobusha Technical Center by 5% by Fall 2002.

### Strategy/Procedure To Achieve Outcome


### Assessment/Evaluation Results

1. Enrollment grew 8% in Fall 2002.
2. Enrollment grew 6.7% in Fall 2002.
3. Maintain contact with 90% of B&I in the eleven county districts about Northwest class offerings.
4. Enrollment grew 8.7% in Fall 2002.
5. Enrollment grew 23% in Fall 2002.

### Use of Results Improvement
<table>
<thead>
<tr>
<th>Unit/Program Intended Outcome Objective</th>
<th>Strategy/Procedure To Achieve Outcome Activity</th>
<th>Assessment/Evaluation Results</th>
<th>Use of Results Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. 100% of our secondary schools will receive information communication from Northwest.</td>
<td>6. Implement Recruiting Plan 2002-2003.</td>
<td>6. 100% of our secondary schools receive information from Northwest.</td>
<td>New Survey to be developed and distributed in Spring 2003.</td>
</tr>
<tr>
<td>7. By fall 2002 95% of the high school seniors in our district will be aware of the educational opportunities at Northwest.</td>
<td>7. Implement Recruiting Plan 2002-2003.</td>
<td>7. By fall 2002 95% of the high school seniors are aware of educational opportunities at Northwest.</td>
<td></td>
</tr>
<tr>
<td>8. 100% of Northwest campuses will utilize and be knowledgeable about our Recruiting Office and information.</td>
<td>8. Implement Recruiting Plan 2002-2003.</td>
<td>8. 100% of Northwest campuses are knowledgeable about the Recruiting Office and information.</td>
<td></td>
</tr>
<tr>
<td>9. 80% of our potential students will evaluate the Recruiting Office services. These services include direct mail, campus visits, and school visits.</td>
<td>9. Implement Recruiting Plan 2002-2003.</td>
<td>9. 80% of our potential students were not evaluated.</td>
<td></td>
</tr>
<tr>
<td>10. Co-sponsor Informational “College Prep Nights” sponsored with the Northwest Alumni Association.</td>
<td>10. Co-sponsor Informational “College Prep Nights” sponsored with the Northwest Alumni Association.</td>
<td>10. We participated in 13 information programs held.</td>
<td></td>
</tr>
<tr>
<td>11. Publicize program among new and returning students.</td>
<td>11. Implement student recruiter program as shown in Recruiting Plan 2002-2003.</td>
<td>11. 35 student recruiters program implemented.</td>
<td></td>
</tr>
</tbody>
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<tbody>
<tr>
<td>10.</td>
<td>We will increase or decrease the overall involvement of Alumni with the Recruiting Office Staff.</td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Organize student recruiter program to assist recruiting program and provide leadership opportunities for the students.</td>
<td></td>
</tr>
</tbody>
</table>
### NORTHWEST MISSISSIPPI COMMUNITY COLLEGE
#### 2003 UNIT ANNUAL OUTCOME OBJECTIVES
##### STUDENT AFFAIRS

**Planning Unit:** Recruiting  

<table>
<thead>
<tr>
<th>Unit/Program Intended Outcome Objective</th>
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<th>Assessment/Evaluation Results</th>
<th>Use of Results Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>12. The overall enrollment of the college will increase at sustainable levels each year.</td>
<td>1. Implement Recruiting Plan 2003-2004 to increase enrollment by 5% in 2003.</td>
<td>1. Enrollment increased by 4.1%</td>
<td>Additional business and industry calls added in Lafayette County. Participated in rapid response to business closings.</td>
</tr>
<tr>
<td>13. Our adult student enrollment will increase each year.</td>
<td>2. Implement Recruiting Plan 2003-2004 to increase enrollment by 5% in 2003.</td>
<td>2. Enrollment increased by 5%</td>
<td></td>
</tr>
<tr>
<td>14. Maintain contact with Business and Industries in eleven county district about Northwest class offerings.</td>
<td>3. Implement Recruiting Plan 2003-2004 to contact 80% of local business and industries.</td>
<td>3. Targeted businesses contacted.</td>
<td></td>
</tr>
<tr>
<td>15. Increase the enrollment at DeSoto Center each year.</td>
<td>4. Implement Recruiting Plan 2003-2004 to increase enrollment by 5% in 2003.</td>
<td>4. Enrollment increased by 10.3%.</td>
<td></td>
</tr>
<tr>
<td>16. Increase the enrollment at Lafayette/Yalobusha Technical Center each year.</td>
<td>5. Implement Recruiting Plan 2003-2004 to increase enrollment by 5% in 2003.</td>
<td>5. Enrollment increased by 4.4%</td>
<td></td>
</tr>
<tr>
<td>Unit/Program Intended Outcome Objective</td>
<td>Strategy/Procedure To Achieve Outcome</td>
<td>Assessment/Evaluation Results</td>
<td>Use of Results Improvement</td>
</tr>
<tr>
<td>----------------------------------------</td>
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</tr>
<tr>
<td>6. All district secondary schools will receive information from Northwest.</td>
<td>13. Implement Recruiting Plan 2003-2004 to contact 100% of schools.</td>
<td>17. All schools contacted.</td>
<td>6. Special evaluation to be considered.</td>
</tr>
<tr>
<td>7. High School Seniors in our district will be aware of the educational opportunities at Northwest.</td>
<td>14. Implement Recruiting Plan 2003-2004 to contact 95% of seniors by Fall 2003. 90% of students will positively evaluate recruiting efforts.</td>
<td>18. 100% of seniors had the opportunity to meet with recruiters.</td>
<td>8. Re-evaluate program after 1 year.</td>
</tr>
<tr>
<td>9. Organize student recruiter program to assist recruiting program and provide leadership opportunities for the students.</td>
<td></td>
<td></td>
<td></td>
</tr>
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</tr>
<tr>
<td>----------------------------------------</td>
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</tr>
<tr>
<td>21. The overall enrollment of the college will increase at sustainable levels each year.</td>
<td>10. Implement Recruiting Plan to increase enrollment by 5-6% in 2004.</td>
<td>1. Enrollment increased by 3.9%</td>
<td>1. 2, 4, &amp; 5. Accomplishment of the enrollment goal continues as a work in progress.</td>
</tr>
<tr>
<td>22. Our adult student enrollment will increase each year.</td>
<td>11. Implement Recruiting Plan to increase enrollment by 5% in 2004.</td>
<td>2. Enrollment increased by 3.2%</td>
<td></td>
</tr>
<tr>
<td>23. Maintain contact with Business and Industries in eleven county district about Northwest class offerings.</td>
<td>12. Implement Recruiting Plan 2004-2005 to contact 80% of local business and industries.</td>
<td>3. On-going</td>
<td>3. Additional Business/Industry calls added in DeSoto County</td>
</tr>
<tr>
<td>24. Increase the enrollment at DeSoto Center each year.</td>
<td>13. Implement Recruiting Plan 2004-2005 to increase enrollment by 5% in 2004.</td>
<td>4. Enrollment increased by 2.9%</td>
<td></td>
</tr>
<tr>
<td>25. Increase the enrollment at Lafayette/Yalobusha Technical Center each year.</td>
<td>14. Implement Recruiting Plan 2004-2005 to increase enrollment by 3% in 2004.</td>
<td>5. Enrollment fell by 4.4%</td>
<td></td>
</tr>
<tr>
<td>Unit/Program Intended Outcome Objective</td>
<td>Strategy/Procedure To Achieve Outcome</td>
<td>Assessment/Evaluation Results</td>
<td>Use of Results Improvement</td>
</tr>
<tr>
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</tr>
<tr>
<td>6. All district secondary schools will receive information from Northwest.</td>
<td>Activity 16. Implement Recruiting Plan 2004-2005 to contact 100% of schools.</td>
<td>26. All schools contacted</td>
<td>1. Evaluated through surveys. Implement satisfaction level high.</td>
</tr>
<tr>
<td>7. High school Seniors in our district will be aware of the educational opportunities at Northwest.</td>
<td>17. Implement Recruiting Plan 2004-2005 to contact 95% of seniors by Fall 2004. 90% of students will positively evaluate recruiting efforts.</td>
<td>7. 100% of seniors had opportunity to meet recruiters</td>
<td>2. No further action necessary. Goal completed.</td>
</tr>
<tr>
<td>8. Organize student recruiter program to assist recruiting program and provide leadership opportunities for the students.</td>
<td>18. Implement student recruiter program as shown in Recruiting Plan 2004-2005.</td>
<td></td>
<td>3. Implemented</td>
</tr>
</tbody>
</table>
RESPONSIBILITIES OF THE RECRUITING OFFICE

1. Select and coordinate recruiters. Orientation sessions will be provided.

2. Select and coordinate student recruiters. Orientation sessions will be provided.

3. Assist public relations in designing and coordinating material such as brochures and viewbooks. This material will be kept in the recruiting office for distribution. Advertisements, such as radio, TV, and tabloids will be the responsibility of public relations. Decisions on what material to use will be a joint effort between recruiting and public relations. This information will be from the Marketing/Public Relations budget, if funds are available. Mr. Dan Smith is the liaison with the Public Relations office.

4. Recruiting letters, tabloids, phone-a-thon and postcards will be supervised through the recruiting office. Information from senior lists and information cards will help compile the address and phone lists.

5. Provide financial aid workshops at area high school.

6. Special programs to be supervised through the recruiting office.
   A. College Day/Career Day
   B. Career Fair
   C. Special luncheons and receptions for groups or individuals
   D. High School Awards ceremonies
   E. Campus tours
   F. Other on or off campus recruiting programs
   G. High school visits, presentations, and information
   H. Business and Industry setups and visits
   I. Job Fairs

7. Recruiting materials will be mailed to the area high schools, business and industries, chambers of commerce, libraries and individuals from the recruiting office.

8. All June S. Gardner, Presidential, Leadership, GED, Fine Arts and Non-Traditional Scholarship information will come directly from the recruiting office. Letters to schools and students about these scholarships will be the responsibility of recruiting. The
awarding of the academic scholarships will be the responsibility of the recruiting office as long as financial aid and requirements from students are completed. Mrs. Ferguson, Chairman of the Scholarship Committee, will oversee the scholarship criteria, recommendations and correspondence. Scholarship termination and appeals will be compiled through the recruiting office. The recruiting and financial aid offices will coordinate the financial aid/scholarship awards.

9. Coordinate and compile surveys to specific groups about recruiting office.
10. Coordinate scholarships and/or secretarial information for Fine Arts programs.
11. Coordinate and work with Marketing committee through Mr. Smith.
12. Coordinate and work with the DeSoto Economic Council and other economic councils, human resource groups, and Chamber of Commerce groups.
13. Speak to various groups and organizations about educational opportunities at Northwest.

Office of Recruiting
Accomplishments 2002, 2003 and 2004

1. Overall enrollment increase 18%.
2. Increased DeSoto Center enrollment by 22%.
3. Expanded and improved articulation to in district high school programs. 100% of our high schools receive informational communication from Northwest.
4. Improved the student recruiter program.
5. Our adult student enrollment increased by 10%.
6. Maintained contact with 80% of our Business & Industries in our eleven county area.
7. Increased Lafayette/Yalobusha Technical Center enrollment by 8%.
8. 100% of our high school seniors in our district are aware of the educational opportunities at Northwest.